

OPPORTUNITY PROFILE

Director of Sales & Marketing

**Aaron's Automotive Products, Division of
Aftermarket Technology Corporation.**

Springfield, Missouri

Re-manufacturers of engines and transmissions

Lordstone Executive Search

When locating and selecting the right leadership
is a matter of critical importance

Company Overview – Aaron’s Automotive Products, Inc.

Aaron’s Automotive Products, Inc. is located in Springfield, Missouri and is recognized as a leading supplier of remanufactured engines and transmissions in North America. The company currently employs approx. 900 people. The company remanufactures transmissions for DaimlerChrysler in their 268,300 square foot Westgate Rd facility and they remanufacture engines in their 240,000 square foot Airport Commerce Avenue location, both being located in Springfield, Missouri. Their remanufactured products include engines, cylinder heads, connecting rods, transaxles/transmissions, torque converters and medium duty standard transmissions. In addition to their remanufacturing facilities, the company maintains several core storage facilities in excess of 250,000 square feet.

Aaron’s Automotive was started in 1959 as an automatic transmission repair shop. Bob Wehr, the company founder, soon expanded the company to 19 retail shops, scattered throughout the Midwest. Aaron’s developed a comprehensive transmission remanufacturing process whereby transmissions were completely remanufactured to be as good as new. In 1983, Aaron’s began to remanufacture engines. Aftermarket Technology Corp.(ATC) (Stock Symbol – ATAC, Website – www.goatc.com) purchased the company in 1994. In 1997 Aaron’s became QS9000 certified. Over the last few years Aaron’s has implemented lean manufacturing and continuous improvement principles throughout its organization. The results have been very encouraging and profits and overall shareholder value has been increased.

The Division – PROFormance Powertrain Products

PROFormance Powertrain Products – A division of Aaron’s Automotive Products, markets and distributes to the independent aftermarket under the PROFormance Powertrain brand. PROFormance Powertrain’s products include all makes of engines and select automatic transmissions. The division is located at 2720 N. Airport Commerce Avenue and currently employs approx. 140 people in a non-union environment. Sales in 2001 for the division totaled \$24 Million Dollars and the division is profitable. The division markets it’s products primarily through two avenues - warehouse distributors of engines and through strategic alliances with national organizations such as the AAMCO dealers association. In addition, approximately 10% of revenue is generated through direct sales to OE’s.

The Position

The position is located in Springfield, Missouri and will report directly to John Mitchem, Vice President of Aftermarket Operations. Mr. Mitchem has been with the company since November of 2001. Before joining the company he spent several years with Honeywell (formerly AlliedSignal) in a variety of executive level assignments within the Bendix Brake Systems Division. He is currently reinvigorating the commitment to the new business model adopted by Aaron's and ATC and is vigorously pursuing one of the most concrete opportunities facing the company today, the independent aftermarket for automotive transmissions. Mr. Mitchem reports directly to Paul Komaromy, President of Aaron's Automotive Products, Inc.

The Director of Sales & Marketing position is described as an executive level management position within the organization. The position will eventually have 12 direct reports, which will consist of regional sales managers. The overall objectives of the Director of Sales & Marketing position are three fold:

1. Increase sales & profits under the PROformance Powertrain brand name.
2. Increase distributor/dealer loyalty.
3. Increase "Customer Delight"

Position Responsibilities

1. Develop, refine, implement & manage a profitable marketing model targeting the independent aftermarket for engines & transmissions via:
 - Warehouse distributors
 - National & regional fleets
 - Strategic alliances with associations. (ie. existing customer – AAMCO dealers association)

(Perform market research to identify targets noted above, forecast current and future business, position product and brand, refine & negotiate pricing strategies and agreements with customers, develop and refine marketing materials.)

2. Implement and oversee all procedural and operational structures that will fully support customers & their sales staff.

Examples:

- customer sales training programs
 - rebate programs
 - promotional incentives for customers sales staff
 - etc.
3. Build, train, motivate and coach a “world class” field sales organization.
 - Establish accountability and standards within the sales and marketing department.
 - Build “brand equity” for PROFormance through an effective marketing communications strategy comprising of advertising, PR, trade shows, etc.
 - Elevate staff’s consultative selling skills by implementing a comprehensive training program.
 - Develop and administer motivational incentives for staff.

Candidate Qualifications

The ideal candidate would possess the following qualifications:

- Prior automotive aftermarket sales & marketing experience at an executive/senior management level within a prominent manufacturer/supplier.
- High sense of urgency in identifying opportunities & challenges, gathering the right data and proposing a solution. Ability to tactically implement change is crucial.
- Established experience in building and implementing a “WD” business model and profitably selling through it. “Fleet” sales management experience would also be a plus as the company plans on expanding its efforts in this area.
- A strong skill set in training, motivating and coaching of employees. The ability to build a cohesive sales team that is well trained, motivated and heading in the same direction is paramount to the overall success of the division. (ie. within last 6 months the internal sales team has doubled in size and the division is currently in the process of doubling the size of the outside sales force.)
- Effective problem solving skills (ie. TQ or Six Sigma)

- Ability to establish and continuously improve customer interface elements. (ie. order entry systems, call centers, warranty administration systems.)
- Strong financial skills relative to product pricing and experience creating profitable programs for customers.
- Proven track record of profitable growth.
- A bachelor's degree in business, marketing, engineering or other technical degree is required. A master's level degree is preferred.

Salary Range

The salary range of this position will be commensurate with a candidates experience. The position qualifies for the executive bonus plan that is based upon performance of the division. The estimated maximum bonus would equate to approx. 20% of base compensation. A comprehensive benefit & relocation package is provided.

Procedure for Candidacy

Send C.V.'s, resumes or nominations to:

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